

Live In Torrance

Torrance Herald

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THIRTEENTH YEAR—No. 20

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5000 STAGE GIGANTIC WELCOME AT COLUMBIA SHEET MILL OPENING

2 MILLION DOLLAR PLANT IS STARTED AS HUNDREDS CHEER

Street Parade of 300 Cars and Marching Citizens Proceed Through Gaily Decorated District to New Plant

PLAQUE IS PRESENTED TO COMPANY

Speakers Officially Welcome Columbia Men, Who Are Elated at Demonstration—Mill Starts on Second as per Schedule

Combining civic spirit with community pride, 5,000 men and women of Torrance yesterday morning forged a lasting link of good will between their city and the Columbia Steel Corporation when they welcomed the opening of that company's new \$2,000,000 sheet mill in a demonstration that was by far the greatest public celebration ever held in Torrance.

Realizing that the opening of the great new mill marks an epoch in the life of the city and adds one more huge organization to the group that is making Torrance the heavy-metals center of the great southwest, the hundreds who joined in the parade, attended the ceremony and watched the first sheet of steel run through the rollers made an impression on Columbia officials and employees that will bring permanent good to the community.

At 10 o'clock sharp the parade, headed by Roberts Golden State band, provided for the occasion by the Pacific Electric Railway Company, swung into motion on Carson avenue. Led by the police department and the city's fire apparatus manned by the uniformed department, 300 automobiles proceeded along the decorated line of march to the Columbia plant.

Welcomes Columbia Here on a platform the welcoming ceremony took place, with Mayor John Dennis acting as master of ceremonies. Daniel L. Hyde, secretary of the Chamber of Commerce, introduced Mayor Dennis, who said: "Ladies and Gentlemen: This is a wonderful occasion. Torrance is proud to welcome into its industrial life this new \$2,000,000 sheet mill of the Columbia Steel Corporation and to pay our respects to that company's executives and employees.

"We are gathered here to tell the Columbia personnel that Torrance deeply appreciates their expansion here. The people as a whole join with me in welcoming you.

Cites Low Taxes "As Torrance grows industrially we grow in population and size. And growth puts new responsibilities on us all. You Columbia executives may rest assured that the city government is doing and will keep on doing all in its power to maintain taxes at a low level by keeping down city expenditures. We already have the second lowest tax rate in Southern California—76 cents per \$100 of assessed valuation. And we intend to keep it that way." (Continued on Last Page)

Women's Club Bazaar Will Be Big Event Tomorrow

Madame Gogetem, a teller of fortunes well known for her powers in telling the past, present, and future, will hold forth at the Women's Club bazaar Friday, May 20. Booths of every description are being arranged by the May committee. A person may come in the afternoon and (provided his or her money holds out) need not leave until the strains of "Home, Sweet Home" are heard after the last dance. There will be no need for going home for dinner, as a cafeteria luncheon will be served at 5 p.m. If one does not wish the luncheon, there'll be a booth where sandwiches and coffee may be obtained for a small sum. Others will sell candy and cold drinks. Or one may buy at the country store. Fish pond has been provided for the children, while the grown-ups may find booths where flowers and fancy work are sure to separate 'em from their coin.

Smith Case Is Quashed; Lower Court Rapped

On motion of the state the charge of burglary lodged against Charles Smith, Lomita postmaster, on which he was held to answer by justice of the Peace Patterson, was dismissed yesterday in Superior Court.

The deputy district attorney moved that the charge be quashed and that Mr. Smith be exonerated. He criticized the conduct of the case in the lower court.

Mr. Smith was charged with taking four cigars from the drug store in the lobby of the postoffice. In the lower court much evidence which Mr. Smith's attorney tried to introduce was ruled out by the justice.

Mr. and Mrs. J. M. Allen are at home to their friends in their new home, 1524 Ampala avenue.

The new pastor of Central Church is to be the Rev. Schmidt of Anaheim, who has held a similar position in that city and who bears the reputation of being a very capable and wide-awake modern minister.

Let us help you plan your next building. Consolidated Lumber Co.

May 18 Torrance Red Letter Day; Hospital and Sheet Mill Both Opened on Same Date

May 18 may be set down as a red letter day in the history of Torrance. On May 18, 1925, the Jared Sidney Torrance Memorial Hospital was formally opened. On May 18, 1927, the Columbia Steel Corporation opened its new \$2,000,000 sheet mill. Both of these institutions are great factors in the city's life.

Huge Turnout and Enthusiasm Make Mill Parade Great Event

Wednesday's parade to the Columbia Steel's new sheet mill in Torrance was the longest ever held in Torrance.

Three hundred cars were in line. Policemen led the way, followed by Roberts Golden State band. Then came the city trustees in automobiles. Next in line were directors of the Chamber of Commerce and the Rotary and Kiwanis Clubs, walking and carrying banners.

The banners read as follows: "Welcome to the Modern Industrial City." "Torrance Is Proud of Columbia Steel." "Columbia Rolls Her Own—and That's No Bull."

"Hurrah for the Three Busy Bees—Botchford, Becker and Booth." "Famous Triple Plays—Pittsburg to South San Francisco, to Torrance."

"The Mill's Running, Columbia's the Gem of the Motion." "Every Heart in Torrance Is Open for Columbia Steel."

A Redondo Beach delegation with thirty automobiles joined the parade and was officially welcomed by Mayor Dennis and George Proctor, Ripple and E. W. Huddleston headed the party, and was invited to sit on the platform during the program at the new sheet mill.

Success of Celebration Due To Great Community Spirit

Complete co-operation between Chamber of Commerce committee, city officials and departments, and the enthusiasm of the public made the Columbia Steel Corporation sheet mill opening yesterday a success.

Mayor John Dennis said after the program: "It was heartening to see such a splendid turnout at this great event. The enthusiasm of the people of Torrance, as demonstrated by their welcome, is the sort of stuff that makes a city. As mayor I am proud of Torrance and wish to thank the hundreds of people who attended the celebration and made it such a great success. This sort of civic spirit will accomplish anything that Torrance sets out to do."

Committee chairman report that they received splendid co-operation on all sides.

The committees were as follows: General chairman, Harry H. Dolley; street decorations, George Peckham and M. J. Fix; barbecue, Joe Stone; publicity and promotion, Grover Whyte and Harold Kingsley; aeroplane pictures, Fred Palmer; parade, Warren W. Johnston.

Mr. Johnston said today that the police and fire departments were of great assistance in getting the parade started on time.

Many firms contributed to the barbecue. The following companies donated food and groceries: Holsum Bread Company, Pet Milk Company, Smart and Final, Crescent Creamery, Torrance Bakery, Meinzer's Pie Factory, Lewis Ripple and E. W. Huddleston loaned stoves.

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Torrance Loses Rev. F. A. Zeller To Larger City

The people of Torrance learned with regret this week that at the annual conference of the Evangelical Church held at Ontario last week Rev. Francis Zeller of this city was appointed to fill the pastorate of the Evangelical Church at San Bernardino. Next Sunday will be the last day on which Mr. Zeller will occupy the pulpit at Central Church.

It is almost six years since the Zeller family came to Torrance, and in this time the whole city has learned to love them and will miss them sadly when they leave. Rev. Zeller has occupied the pulpit of the Central Church during a period when the Protestant world has been racked by a "civil war" of fundamentalism vs. modernism and in which much discussion and ill feeling has been engendered in many congregations, but nothing of that sort has been brought about by Mr. Zeller. Always an apostle of kindness, toleration and neighborliness, Mr. Zeller has been prominent in the fraternal and civic

Arthur Gould, assistant superintendent of the Los Angeles school system, will address the Kiwanis Club at the Legion clubhouse tomorrow noon. His subject will be "Vocational Training in the Schools."

The Willing Workers Sunday School class of the Central Evangelical Church will have a food sale Saturday morning at 9 o'clock at the Rock Bottom Market at Daley's.

Mrs. Isabel Henderson wishes to express her appreciation to the Boy Scouts for the beautiful flowers sent her on Mothers' Day.

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has equally endeared herself to the community by her charm and splendid womanhood.

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Notables Here For Columbia Plant Opening

Big Railroad System Executives Join City in Welcoming Plant

Many notables from outside the city were present at the Columbia Welcome Celebration here yesterday to commemorate the opening of the new sheet mill in Torrance. In addition to the Columbia executives all three transcontinental railroads serving the Southland were here.

The Pacific Electric Railway was represented by Ed Thomas, general agent; T. J. Day, general freight traffic manager; W. E. Weeks, assistant traffic manager; Fred E. Geibel and Ernest Stevens, assistant mechanical and electrical superintendents; W. A. McCammond, manager of the real estate, resort and taxes department; C. C. Thornburn, purchasing agent; C. O. Straub, shop superintendent.

The Santa Fe was represented by F. P. Cruick, assistant general freight agent, and R. P. Hines, terminal agent at Wilmington.

The Union Pacific's representatives were as follows: R. B. Robertson, assistant traffic manager; W. E. Lincoln, general freight agent; J. V. Carroll, general agent harbor district.

The Union Pacific, according to Mr. Carroll, is moving 300 tons of pig iron and 600 tons of lime rock to the Columbia plant in Torrance from Utah.

Pittsburg, Calif., where Columbia operates great mills, was represented by two chamber of commerce officials from that city. They were George Murray, president, and Harry A. Barnes, secretary. Both marched in the parade.

Mr. Barnes and Mr. Murray were impressed by the display of the civic spirit of Torrance.

Choral Club Will Present Cantata Here Friday Night

The Choral Club of Torrance will present a cantata Friday night at 8:15 in the high school auditorium. The public is cordially invited to attend. No admission fee will be charged.

Refunding Money In Artist Course

The Music Appreciation Society of Torrance High School will be unable to present the other two numbers originally scheduled for the Artist's Course. Therefore a refund of 50 cents (25 cents for each event) will be made to season ticket holders who present their books at the high school auditorium box office between the dates May 23 and May 27, inclusive, from 2 to 4 p.m. The refund is being made by the high school as no funds are available through the Fisher bureau, which began the course here.

Will Build Two Duplex Dwellings

Mr. and Mrs. W. R. Atwood have purchased a large corner lot on Cota avenue and will build two modern duplex dwellings, they announced yesterday. The land was purchased through the agency of the Torrance Development Company.

CHURCH SUPPER

A fellowship supper will be served at the Keystone Baptist Church at 6 p.m. Wednesday, May 25, when the charter membership roll will be closed.

An excellent program is being arranged for the evening.

R. N. A. NOTICE

The Royal Neighbors will hold a brief business meeting at 7:30 Friday night at Knights of Columbus hall.

"HAIL COLUMBIA"

Persons wishing additional copies of The Herald's Hall Columbia edition published Tuesday should secure same this week at the Herald office.

Observations

The Grade Crossing Bill—Metals and Civilization—The Railroad Nation—City Government and Its Managers—Phones on Farms

A TEN-MILLION-DOLLAR bond issue for the elimination of grade crossings in California is authorized by a constitutional amendment, framed by Senator Ray Fellom, which passed the Assembly last month. Final approval of the measure it will have to be referred to the people at the next general election.

It is hard to see why the people of this state should be further burdened with millions of dollars in bonded debt to do work which, if it should be done at all, should be done by the railroad corporations whose trains present the crossing danger which the bond issue is intended to avert.

But it is a question whether in a state so large as this the railroad corporations should be compelled to undertake any such gigantic task.

If this were a small state, and the grade crossings were few, there would be no difficulty.

But the grade crossings are of such number that eliminating them the length and breadth of California would be placing upon the railroads a financial burden which at this stage of the state's development they should not be called upon to carry.

But if this is true of the railroads, it is doubly true of the people who would have to pay the interest and principal of the proposed ten-million-dollar bond issue.

BEFORE the governor gives his approval to this measure, we trust that he will look into the researches made in recent years by the State Railroad Commission as to the expense of doing away with grade crossings and as to the cause of grade crossing accidents. The figures are staggering.

We think that when the governor does this he will find that most of these accidents are due to the carelessness of the drivers of the trains. Engineers could tell him of the practice of numerous drivers of machines to race along the fast speeding trains in the hope to beat the trains at the crossings.

Sometimes the motorists do; sometimes they don't. But why the state of California should be bonded in ten million dollars, as fall to rest across is more than the average citizen will be likely to discover.—Santa Cruz News.

MODERN science does nothing more remarkable than its development of metal alloys. A dozen new, rare metals have been brought into industry. Most of them are in themselves of comparatively little value; but alloyed with other metals they fill places that no previously known metal could fill. Chromium, vanadium, molybdenum, manganese, and tungsten give to steel a tenacity and elasticity that was undreamed of three decades ago. Some of these alloys make steel impervious to rust and stain; others give it an everlasting temper, so that a lathe tool may retain its strength and keen cutting edge through the heat of the red-hot by friction. The Cadmium, a lead-soft metal, is used to give a non-tarnishing plating to steel; and chromium, with its silver-blue gloss and its almost diamond-hard finish, is likewise used against corrosion.

Aluminum alloys that rival steel for rigidity at one-third the weight are fast finding their way into industry. All-metal airplanes of these alloys are already staple in the market.

The mining and utilization of these extraordinary metals into the alloys that revolutionize industry and society is as important as work in running banks or stores or railroads or farms. All mining, indeed, is "industry"; and not a gambler; and as safe as wheat or hogs or lumber or storekeeping, if managed with the same intelligence.

ON February 28, 1927, the Maryland legislature issued the first of railway charters in America, to the Baltimore & Ohio. Fifteen months later Charles Carroll, the last surviving signer of the Declaration of Independence, officiated at the ceremony of turning over the first sod for constructing at the ceremony of "I consider this among the most important acts of my life, second only to my signing the Declaration of Independence, if even it be second to that."

His estimate was prophetically, microscopically correct; though neither could have come to full fruition without the other. The pauper nation of 6,000,000 has grown almost twentyfold, and its wealth has increased almost beyond computation. Its railroads have 270,000 miles of steel track, and last year hauled the equivalent of 414,000,000,000 tons of freight and 36,000,000,000 passengers, each mile; it would take the average man, carrying 100 pounds at a load, three days to carry the load that the railroads carry for less than a cent!

Such freight rates as these have built the America we know, and are enjoyed only in America where private initiative and enterprise has built the greatest railroad system in the world.

OBJECTIVES of taxpayers' associations, as revealed by a survey of taxpayers' associations of the United States by the National Industrial Conference Board, may be distinguished as (a) the prevention of current extravagance in appropriations of public funds or instances of faulty financing, and (b) general improvement of the system of taxation.

Miller McClintock, director of municipal research of Harvard University, whose work takes him all over the country, and who statements on the workings of government, in the Cambridge (Mass.) Tribune of April 23, Mr. McClintock claims that the type of government depends more upon the kind of men who are administering it than upon superficial changes in the form itself. He points out and none so good as its proponents claim. The public gets the kind of government that it has the interest and intelligence to demand.

Mr. McClintock likened government to business and said that industry is no longer made up of only capital and labor. A new kind of industry known as the management group, which performs duties for both capital and labor. These duties so, industry would never have reached its present state.

Stockholders (owners) rarely exercise any discretion at all, he declared, and asks, "Does that not teach us something about matter of politics, he continued, but a matter of complicated business. Business is having a substantial effect upon government, and apart from mere ownership, so must management of public affairs become a thing apart from mere politics if government is to be most efficient and taxes reduced to a minimum.

THE Colorado Fuel and Iron Company insists that its employees wear goggles at their work to prevent the eye accidents that

SANTA FE TO START MONDAY

Work on Industrial District Will Begin Next Week

WILL PUT IN UTILITIES

Company Owning 800 Acres Here to Make Big Shop Area

Word was received here Tuesday that actual development of Santa Fe property in Torrance as a modern industrial subdivision will be started Monday.

The railroad company's engineering department has been busy for months completing plans for the district. Final approval of the plans were received early this week and a work order issued.

The first territory to be developed is south of Carson street. Tracks and utilities will be put in and the promotion of the district as industrial locations commenced.

The Santa Fe owns 800 acres in Torrance, most of which will eventually be developed industrially.

BOOTH LAUDS TORRANCE FOR FINE WELCOME

Manager Expresses Deep Gratitude of Company for Civic Program

W. L. Booth, general manager of the Torrance mills of the Columbia Steel Corporation, this morning issued the following statement for publication:

"On behalf of the Columbia Steel Corporation I wish to express the gratitude of our organization for the wonderful demonstration and celebration staged by the people of Torrance at the opening of our new sheet mill yesterday. The people of Torrance will never fully know how much Columbia appreciates what they did. It is a distinct advantage to be operating an industry in a city of such wonderful community spirit. All the officials and men of the company join with me in expressing our admiration for the people of Torrance and our sincere appreciation of the welcome accorded us Wednesday.

Mr. Booth also announced that the men of the 12-inch mill in order to do their share in the celebration and show the spirit that prevails in the Columbia institution, stepped out Wednesday and established a new Pacific coast record in steel production. The men of the mill turned out 171.38 net tons of 12-inch square deformed concrete bars. This production beats any previous tonnage record set on the whole Pacific coast.

Grant Sonoma Ave. Crossing at Grade

City Attorney P. G. Briney requested yesterday that the State Railroad Commission on May 14 granted the petition of the city of Torrance for a grade crossing over the Santa Fe tracks at Sonoma avenue. The decision stipulates that the tracks should be at least 30 feet wide and not wider than 60 feet. It also provides that the street must be built within a year at the expense of the city.

TO PAST NOBLE GRANDS

Mrs. Edward Lynch, president of the Past Noble Grand Association, announces that business of importance is to be transacted at the next regular meeting to be held Monday, May 23, at 11 a. m., in L. O. F. Temple on Redondo.

WILL THE BARBER SAYS

A MAN IS NOT AN ARTIST EVEN IF HE DRAWS HIS BREATH

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